

THE ULTIMATE GUIDE TO FLORIDA'S BEST PLACE TO LIVE, WORK, AND VISIT

NAPLES

2023 | NAPLESCHAMBER.ORG

On the Gulf



BEST VISITOR PUBLICATION



GET OUTSIDE!
HIKING, BOATING,
ECO-ADVENTURES

COMMUNITY CONNECTIONS
NEIGHBORHOODS, DINING,
CULTURE, SHOPPING

A FAMILY AFFAIR
NAPLES IS A PLAYGROUND
FOR ALL AGES

2024 ADVERTISING OPPORTUNITIES

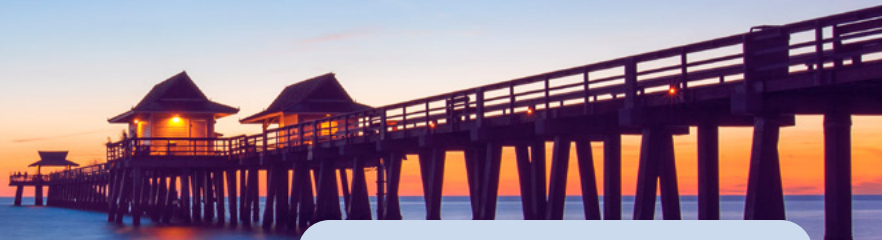
NAPLES

On the Gulf

Naples on the Gulf, the ultimate guide to the Naples community and its sophisticated lifestyle, is now published by the award-winning team at Naples Illustrated. The reimagined Naples on the Gulf will feature a wealth of information and resources so visitors and newcomers can make the most of their Naples experience.

This indispensable guide offers advertisers access to a market of more than 1.627 million* area visitors who spent more than \$2.786 billion*. *Naples on the Gulf's* comprehensive distribution plan of 65,000 copies reaches visitors, residents, relocation candidates, business and community leaders.

*Source: 2022 Downs + St. Germain Research



MEMBER, COMMUNITY AND BUSINESS PROFILES

A unique opportunity to show the faces behind successful businesses in Collier County. This section provides an eye-catching, editorialized, photo-driven platform for you to share your message.

Full page advertorial includes a photo, 150 words, contact information, and company logo. Materials are advertiser-supplied.

\$3,300 net

Includes advertorial production.

BUILDER AND DEVELOPER SHOWCASE

The formatted showcase features a full-page advertorial opposite your full-page display ad. Advertorial includes up to 350 words and a photo.

Additional photos allowed. Advertorial text size will be reduced to accommodate photos.

\$5,500 net

Includes advertorial production.



NAPLES ON THE GULF

Distribution

Naples on the Gulf's targeted distribution plan reaches all segments of the area and your business' best prospects

CHAMBER VISITORS CENTER AND MAILINGS

- Distributed as the official guide to all visitors available at the Greater Naples Chamber Visitor Center.
- Included in Chamber visitor and relocation packages, mailed free to phone and web inquiries and wedding and conference attendees in their welcome bags.

TOURISTS AND SEASONAL RESIDENTS

- Displayed in hotel rooms and lobbies, travel agencies, luxury rental locations and by private aviation and limousine services.
- Distributed in bulk to select, high-traffic, locations including banks, hotels, retail stores, restaurants, golf courses, clubhouses, art galleries, schools, shopping centers and popular tourist destinations.

NEW HOMEOWNERS/RELOCATORS

- *Naples on the Gulf* is included in the Chamber relocation packets.
- Distributed to local high-volume REALTORS® who provide the magazine to clients and new-home purchasers.
- Used by major employers and local businesses in corporate relocation packages to introduce Naples to new and prospective employees.

LOCAL BUSINESS COMMUNITY

- Distributed at Chamber events.
- Distributed to the offices and lobbies of professionals including insurance agencies, law practices, doctor's offices and financial institutions.



DISPLAY ADVERTISING RATES

PAGE SIZE	RATES
Back Cover	\$7,500
Two-Page Spread	\$8,775
Full Page	\$5,105
1/2 Page Spread	\$5,365
1/2 Page	\$3,065
1/3 Page	\$1,690
Rates are net	

ADDED VALUE:

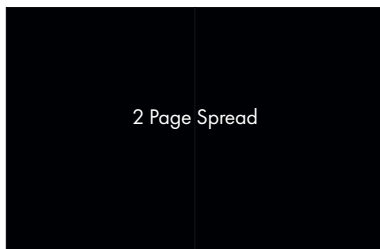
Advertisers receive a free listing on naplesillustrated.com

SPACE CLOSE:	November 6, 2023
CAMERA-READY AD DUE:	November 14, 2023
PUBLICATION DATE:	January 2024

NAPLES ON THE GULF

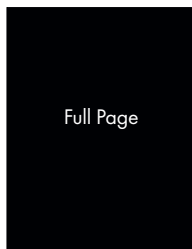
Ad Specs

Material Format: PDF/X1-A. No color proofs are required. **Safety:** .25" away from trim edges (.375" from bleed). **Gutter Safety:** .5" on each side (1" in total). **Images:** Should be 300 DPI and converted to CMYK. No RGB images. We can convert client-supplied images, however, conversion may result in color variation. **Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.



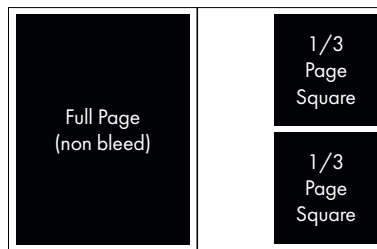
2 Page Spread

TRIM SIZE:
18" x 10.875"
BLEED SIZE:
18.25" x 11.125"



Full Page

TRIM SIZE:
9" x 10.875"
BLEED SIZE:
9.25" x 11.125"

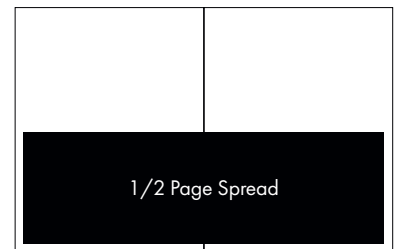


Full Page
(non bleed)

1/3
Page
Square

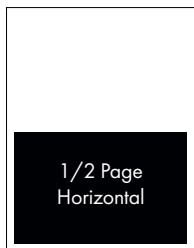
1/3
Page
Square

8.5" x 10.375" 4.75" x 4.75"



1/2 Page Spread

17" x 4.75"



1/2 Page
Horizontal

7.75" x 4.75"



1/2 Page, Vertical

3.75" x 9.75"



1/3 Page, Vertical

2.125" x 9.75"

FOR ADVERTISING INFORMATION CONTACT

Liz Goodman, Publisher
239-595-7269 | lgoodman@palmbeachmedia.com

Naples on the Gulf is an advertiser-supported publication in partnership with the Greater Naples Chamber of Commerce.

NAPLES

On the Gulf

From the publisher of *Naples Illustrated*
3066 Tamiami Trail N., Suite 102, Naples, FL 34103 | 239-434-6966 | Fax 239-435-0409 | palmbeachmediagroup.com